

# Evaluation for Transformation

*Washington State Farm to School Summit, April 2015*

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National Farm to School Network



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## National Farm to School Network Vision Statement

A nation in which farm to school programs are an essential component of strong and just local and regional food systems, ensuring the health of children, farms, the environment, the economy and communities.



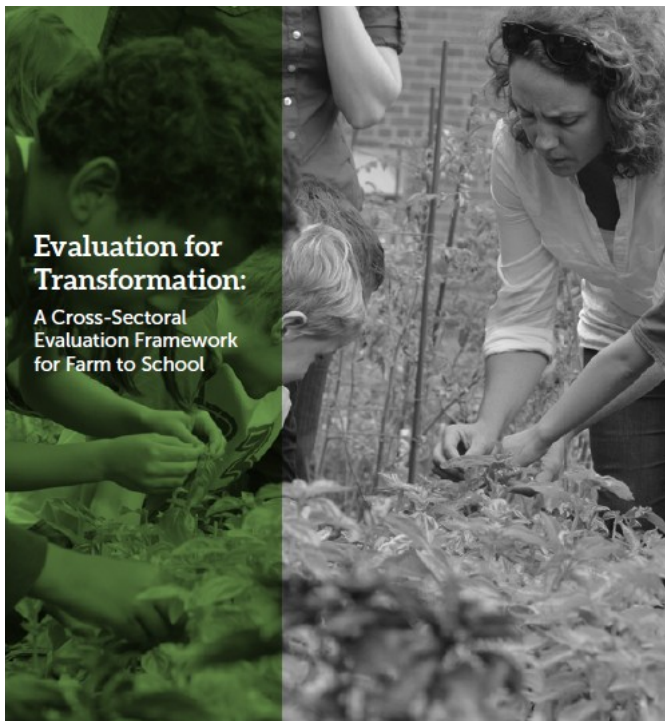
*Photo courtesy: Emily Hart Roth*

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## Evaluation for Transformation:

A Cross-Sectoral  
Evaluation Framework  
for Farm to School

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## The Evaluation Framework is:

- A resource intended to GUIDE practice, research and policy development for the growing field of farm to school
- It is a framework, NOT a Toolkit, not a Step by Step Guide for Evaluation
- Accompanying User Guide, Sector Briefs, and other materials



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## The Evaluation Framework

- Meets specific gaps in the field:
  - Common definitions and language
  - Deeper dive into FOUR key sectors connected to farm to school
  - Articulation and understanding of cross-sectoral connections
  - Recommended approaches for evaluation / tracking at the program level, research level and policy level



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# Framework Development Process

- Informal engagement – over years (250+ persons)

- Formal engagement – Sep 2013 onwards (50+ persons)

1: Identification of broad areas

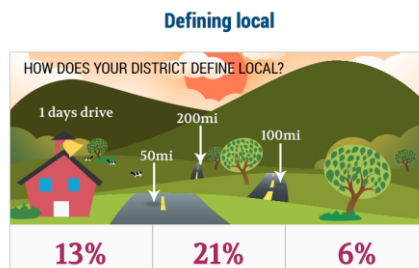
2: Framework content development

3: Content expansion and feedback

4: Testing at a short course in Austin, April 2014

5. Launch in August 2014

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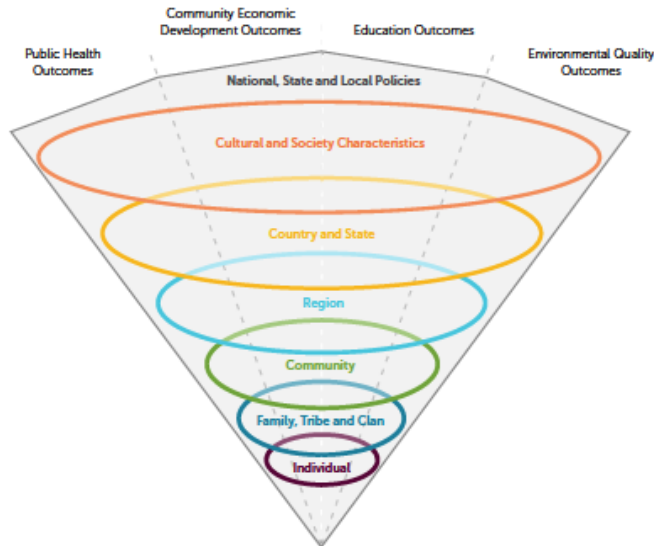


## Why an evaluation framework?



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## Theory Based: Hybrid Socio Ecological Model



## Program Articulation: Common Definitions, Language

### CORE ELEMENTS OF **FARM to SCHOOL**



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## Supplemental Elements



### 6 SEEDS OF AN EFFECTIVE PROGRAM

- Training and Professional Development
- Promotion and Media
- Planning, Coordination and Evaluation
- Outreach and Community Engagement
- Policy Alignment
- Funding

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## Concept: User Levels



### PROGRAM

Program planning,  
reporting and evaluation



### RESEARCH

Research that builds on  
programs and feeds into  
policies



### POLICY

Policies that support  
programs

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# Concept: Deep Dive into 4 Sectors Impacted by Farm to School



Public Health



Education



Community Economic Development



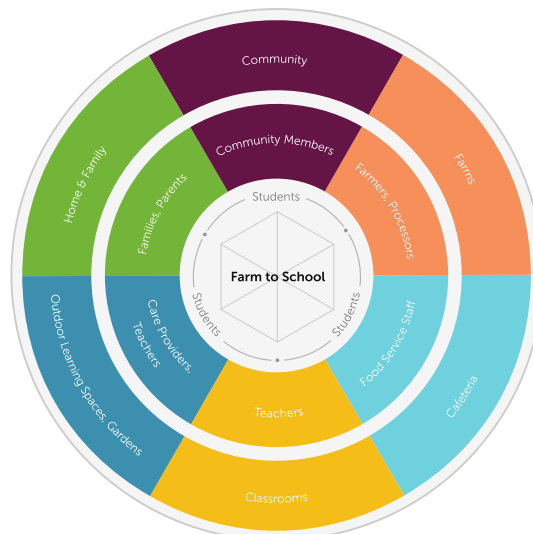
Environmental Quality

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## Touch Points and Actors

### Use this to:

- Build your team
- Plan your program
  - What activities are you doing?
  - Who are they for?
  - Who participates in them?
- Design an evaluation plan
  - Who reports information?
  - What information is sought?



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- A critical frame for considering farm to school outcomes, indicators and measures
- Dig deeper and explore equity focused outcomes and indicators



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## Program Articulation

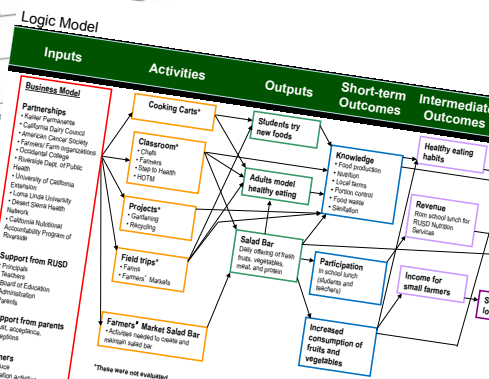
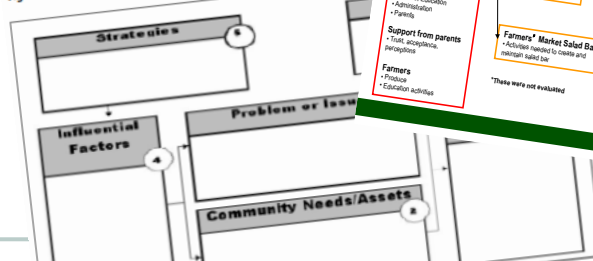
Table 4: Table Shell for Tracking Farm to School Activities Over a School Year

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May (strawberries)	June	July
Procurement												
Garden												
Education												
Specific Supporting Element		(training for kitchen staff)										

Table 5: Table Shell for a Program Logic Model

Inputs or Resources Things we buy or have donated:	Activities What we do:	Outputs Because of our activities, we had these results:	Outcomes: short and long term And because results, these occurred:

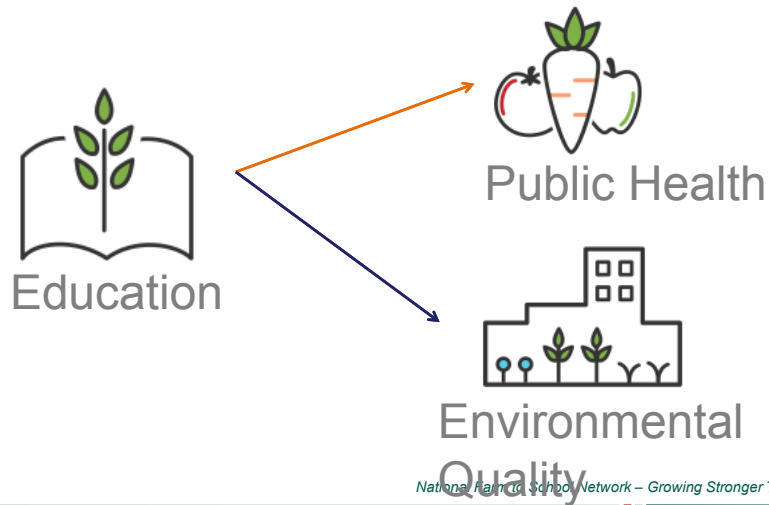
Figure 7: Theory of Change Template<sup>1</sup>



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# Program Planning, Implementation and Promotion: Cross-Sector Connections



## Use this Evaluation Framework In Conjunction with Existing Toolkits/Resources

- Don't reinvent the wheel – the wheel already exists!



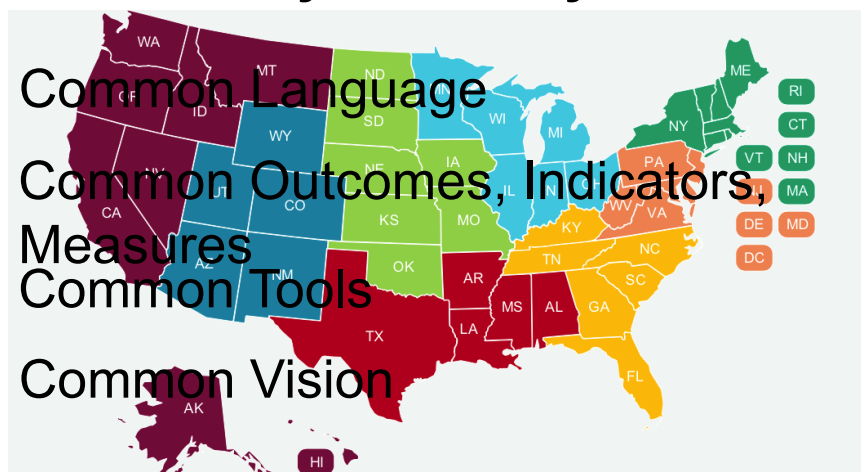
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## Appendices

- Evaluation resources
  - Online repository of tools – search under “resources” on [www.farmtoschool.org](http://www.farmtoschool.org)
- Implementation resources
- Farm to School Menu of Options
- Sample Logic Model
- Sample Evaluation Tools – for all 4 sectors
- Ideas for Exploration - for all 4 sectors

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## Key Takeaways



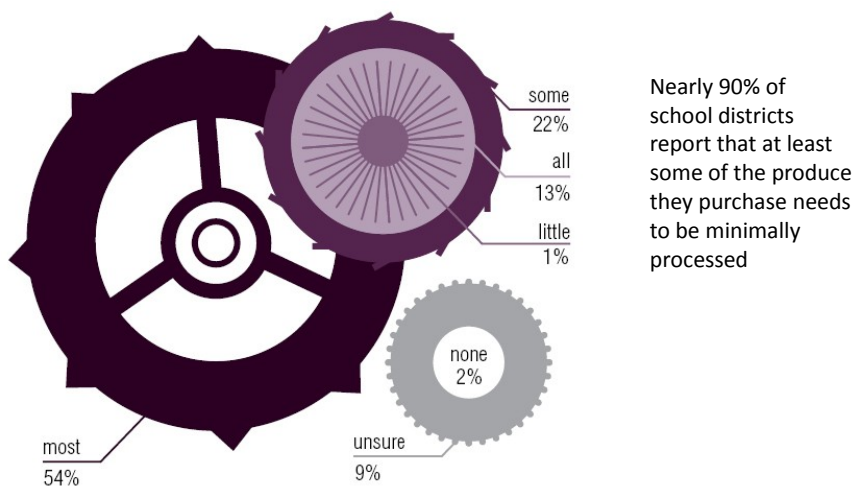
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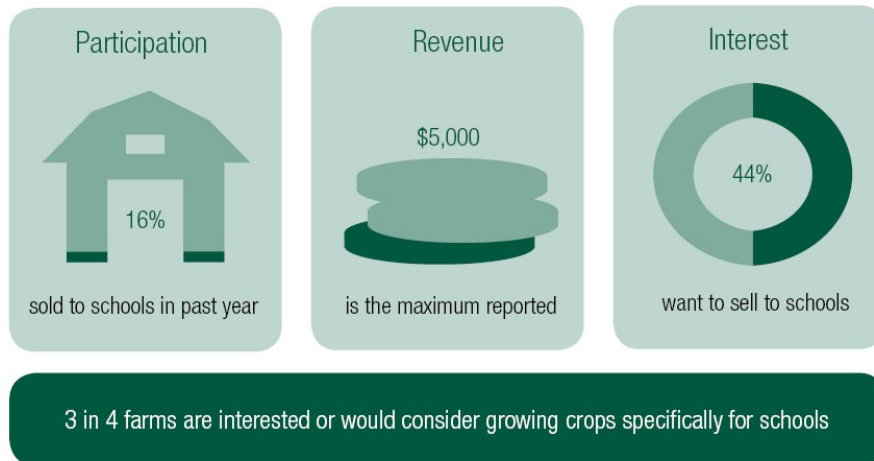
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## Schools Desire Minimally Processed Foods





## Top 3 Obstacles to Purchasing Local Foods



## Farm to School is a Win Win Win!



**HEALTH: Kids Win**



**AGRICULTURE: Farmers Win**



**ECONOMY: Communities Win**

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